cablevision s. a.
DR. RIO DE LA LOZA 182 • MEXICO 7. D. F. • TEL. 588-22-00

TELEPROMPTER CABLE TV
50 WEST 44th STREET • NEW YORK, N.Y. 10036

Multi-Vue-TV Systems
P.O. Box 2082 • Grand Island, Nebr. 68801

JONESBORO CABLE TV
INDIAN MALL
JONESBORO, ARKANSAS 72401

A MARKETING PROFILE
OF THE CABLE TELEVISION INDUSTRY
for 1975

FUNDY CABLEVISION LTD
144 UNION STREET
SAINT JOHN
NEW BRUNSWICK
CANADA E2L 1A8

Heritage Communications, Inc
8611 Hickman Road, Des Moines, Iowa 50322

TV Cable Service of Abilene, Inc.
P. O. Box 5557 1441 Woodard Street
ABILENE, TEXAS 79605

IRVINE COMMUNITY TELEVISION, INCORPORATED
156 BROADWAY, SUITE A, POST OFFICE BOX 186 • IRVINE, KENTUCKY 40336

KINCARDINE CABLE TV LTD.
223 BRUCE AVENUE
KINCARDINE, ONTARIO
N0G 2G0

Based upon a CATJ reader study conducted during August and September 1975

Ultra-Vision, Inc.
COMMUNICATIONS
6940 W. CENTRAL AVE. - TOLEDO, OHIO 43617

CATJ—Community Antenna Television Journal
4209 NW 23rd, Suite 106
Oklahoma City, Oklahoma 73107
(405) 947-7664

ATC Wisconsin CATV, Inc.
2207 HEIMSTEAD ROAD • EAU CLAIRE, WISCONSIN 54701

Celeste Rule, Managing Editor

November 15, 1975

Dear CATV Supplier:

Some 19 issues ago (May 1974) the first issue of CATJ (Community Antenna Television Journal) appeared in our industry. Approximately one year ago we reported to you, in our first (CATV) Marketing Profile the degree of success which we had carved out of the industry to that point. This marketing study, a 1976 MARKETING PROFILE, updates that initial report.

In our last year's Profile, we were still the "new kid on the block"; the newst publication in an industry probably then overloaded with publications. Now, as an "old timer" we are part of an even larger cadre of CATV industry trade publications. One fellow recently suggested that the CATV trade publications were now numerous enough to form their own trade association, and, publish their own trade journal!

CATJ has been through a few changes in the 19 issues. However our original premise of supplying hard-to-find technical data, and hands-on operational information has not changed. We are still what we set out to be, and apparently we set out to be the right kind of publication; if our industry study reflected here is accurate.

Most recently we adopted a more standardized 8-1/2 by 11 inch publication format. We did this because we wanted to increase the amount of technical material supplied to the industry each month and we have but two choices; more pages, or, larger pages. In the printing industry, we found that larger pages were far less expensive than more pages of a smaller format. It is worth noting that when we added 59% more page space to all pages this past October, that we did so with no increase in either advertising space rates or subscription rates.

The enclosed study reflects the results of a reader survey conducted during the months of August and September (1975). Frankly, the results indicate we are doing just a little bit too well. We have known from the outset that CATJ readers were fiercely loyal. The study of 1974 readers reflected this. Frankly, some parts of the 1975 survey border on embarrassment to us. We understand the basic human urge to "play with the numbers" and "fudge" a little here and there. People typically do this when their position looks not too good. We have the opposite problem with this year's industry study; we look too darned good!

But we promise not to let it go to our head; rather, it establishes the need to keep our nose to our signal level meters and to keep right on cranking out operational and technical data for our industry. Our goal for 1976 is to stay in the position we are now in, after 19 issues. With your help, we may make it!

Most sincerely - COMMUNITY ANTENNA TELEVISION JOURNAL

Celeste Rule
Managing Editor

COMMUNITY ANTENNA TELEVISION JOURNAL • 4209 N.W. 23 • SUITE 106 • OKLAHOMA CITY, OKLA. 73107

A/C 405-947-4717

ABOUT CATJ AS A PUBLICATION

CATJ is the COMMUNITY ANTENNA TELEVISION JOURNAL; published monthly (first of dated month) by the Community Antenna Television Association (CATA).

CATJ is published for all of the CATV industry; and its support is extensive from systems of all sizes and companies of all political persausions.

CATJ was the first CATV publication to adopt a format devoted virtually totally to CATV system operation. Our main theme has always been to build every feature article, report or analysis around the data which the operating system personnel need to know. Our principal theme has always included practical approaches to the problem and its solution. Our goal with every article has been to develop the theme in such a way that when the reader finishes reading the material, he has sufficent data to immediately implement the theme covered in his own system.

In the earliest issues of CATJ (we are told they are now valuable collector's items!) we stuck to the nitty-gritty basics of antennas, system design, and other areas where basic knowledge has existed for years, but never properly documented or set into a cohesive presentation.

In later issues, starting approximately one year ago, we struck out in the "taboo area" of evaluating CATV equipment for readers. Because we feel our primary responsibility is to our readers (i.e. the systems), we had mixed advance emotions about the reaction of various suppliers when we "dared" in print to suggest their little boxes might not be "perfect". We needn't have worried; we found out suppliers were usually grateful for our exposure, and our honest critiques. We are extremely gratified for this reaction, and are more than a little pleased that as a result of some of our "critiques" a number of pieces of CATV equipment have received subtle (or not so subtle) production-engineering changes.

This created our "user-feedback" procedures, which we continue to employ to this day. And this led to our second major evolutionary stage for CATJ; the plight of the supplier. The true-state of the CATV industry economy may be impossible to accurately access. But we believe it is fair to say that with a few isolated exceptions, the industry has never been in such bad shape. We won't dwell on the apparent reason(s) for this here; but we do believe the industry is walking a thin line between financial chaos and outright bankruptcy for many of the key

Cencom, Inc.
P. O. Box 606
Rushford, MN 55971

CORNING NEWCHANNELS
80 West William Street
Corning, New York 14830

AT&T
American Telephone and
Telegraph Company
195 Broadway
New York, N.Y. 10007

CENTRAL KENTUCKY CABLE VISION INC.
232 EAST MAIN STREET
LEXINGTON, KENTUCKY 40507

CABLEVISION
G.R.C. CABLEVISION, INC.
GREENTREE MALL
CLARKSVILLE, IND. 47130

suppliers. As a trade publication, we cannot hope to turn this situation around all by ourselves. But we felt there must be some direction we could take which would at least contribute towards better days for our industry.

We have approached this dragon-slaying-task with several programs during the past year.

1) We created the CATA ASSOCIATE MEMBER PROGRAM last January; as a way to help gain additional exposure for suppliers through the pages of CATJ. This program offers suppliers regular monthly listings in CATJ as "Associates", access to our "Associate's Showcase" for new products and services, and a 5% discount for any advertising display space in CATJ. There are today approximately 30 CATA Associates and we believe each benefits from this program.

2) Then in March and April we set out to attempt the herculean task of pinpointing the cause for our industry's sad financial plight. Through our special "History of Television Broadcasting and FCC" twin-issues, we prepared what is perhaps the definitive work on the suppression of the CATV industry by federal regulators not sympathetic to our industry.

U.S. POSTAL SERVICE, KY 40
1975 SEP 24 PM

The results were overwhelming. At last count, more than 140 Senators and members of the House of Representatives responded directly to CATA/CATJ to thank us for providing them with this information. Following these issues, there has been a very decided and measureable reaction at the FCC; several pending rule-making proposals actually address themselves to deregulation of substantial segments of the CATV industry. And finally, the White House itself in October of this fall inaugerated a series of top-level meetings to investigate how that office might intercede on cable's behalf to "get CATV moving again".

CresTView Cable T.V.
390 NORTH BEAVER
PRINEVILLE, OREGON 97754

3) And most recently, CATJ has created what we hope turns out to be a very successful program for suppliers; our CATJ READER CONTEST. In this program CATA Associate members have the opportunity to receive extensive CATJ staff evaluations for a supplier product. We run the product through our "CATJ Lab", and prepare an honest evaluation of the product for publication in CATJ.

More To See on CABLE TV

The product review gets editorial display space; and in the same issue of CATJ, we give the reviewed product away to a reader. Readers complete a "CATJ Reader Contest" entry card in the review-issue, and after meeting the requirements of postal regulations for "contests" we place all entry cards into a container; from which one lucky reader's card is drawn and the reader wins the product.

The reader is not the only winner in this program; so too is the supplier. For he receives a very fair evaluation of his product, and a large amount of editorial space, and, by participating with CATJ in the layout and wording of that month's contest entry card, the supplier also receives the benefit of a mini-marketing survey. And because all entry cards are turned over to the supplier, he also receives a fresh batch of sales leads and updates for his own mailing lists.

This program is three-issues old as we prepare this year's MARKETING PROFILE. Frankly, this is not old enough to properly evaluate how it will work long term. For example, are the contest entrants merely the people who would fill out a "free-literature Bingo card", if we had such a program?

Are contest entrants real buying type people or just people who want something for-free?

Are leads (i.e. sales leads) from contest cards worthwhile?

We don't know the answer to these questions, yet. Hopefully, by next year's MARKETING PROFILE we should know however. What we do know is that the initial three suppliers (Mid State Communications in August, Microwave Filter in September and TOMCO in October) have told us they were very pleased with the results. Glyn Bostick at Microwave Filter told us our review of his model 2903 Co-Channel Phasor resulted in his averaging one hard-sale (i.e. real sale, not mere inquiry) each day starting ten days after the September issue came out; and continuing right up through mid-October, more than 30 days after.

The CATJ READER CONTEST is currently booked up (i.e. we have made commitments to suppliers) through the February 1976 issue; and there is also a "hold" on the April (annual industry convention) 1976 issue as well.

CATJ CIRCULATION GROWTH

Our meteoric circulation growth, our main talk-about topic one year ago, has leveled out. We admit it, and we are taking steps to try to prod it into growth again.

One of the things we have done is to make a special program work for distribution of CATJ outside of the United States. For example, we now send more than 800 copies per month into

819 E. Heron
Aberdeen, Washington 98520

ST. CHARLES COMMUNITIES
Post Office Box 336
Waldorf, Maryland 20601

339 MAIN STREET, TORRINGTON, CONNECTICUT 06790 TELEPHONE 203-482-5196
laurel cablevision

R.T. Blass, Inc., Box 74, Old Chatham, New York 12136

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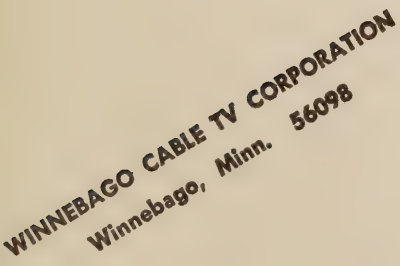
OTTAWA CABLEVISION LIMITED
1530 MERIVALE ROAD, OTTAWA, ONTARIO
K2C 3G3

LAKEVIEW TV CABLE, INC.
P.O. DRAWER P, CRESTLINE CALIFORNIA 92325

Miley Cablevision
P.O. Box 387
TISHOMINGO, OKLA. 73460

WINNEBAGO CABLE TV CORPORATION
Winnebago, Minn. 56098



Canada. We are also completing arrangements for the bulk-shipment (and then re-distribution) of 300 magazines per month to Europe.

But of primary concern is the U.S. market. Our number of "different" mailing lists now totals 14. This includes lists of MATV people (about 1050 companies), CATV systems who do and do-not subscribe, CATV personnel, and so on. By constantly updating all lists from as many sources as we can locate, we feel our lists are as complete as any in the industry. We have more than 13,000 names in our lists, and our recent March and April issues were press runs of 10,000 copies.

We have just completed a laborious hand-tabulation of all systems which do not presently receive CATJ. We went through our paid subscriber list and carefully cross checked by hand all systems in all other lists to see which active, operating systems were not receiving CATJ. This included cross checking of people at addresses where no company name was included (many subscribers have their issue of CATJ coming to their company addresses, but not with their company names on their mailing label).

We have isolated 19 non-subscribing CATV systems for every 100 such (operating) systems in the United States. Thus we are not presently reaching 19% of your market. We admit it, and we are doing the following to correct that:

1) We are embarking on a special program for these 19% holdouts. We believe they need CATJ just as much as the 81% of all systems who do subscribe; and we intend to "persaude them" of this fact.

2) We are designing a new "bulk subscription plan" for systems. One system subscribes for nearly 50 of its employees; we hope to convert more systems in the same manner.

   We have been extremely successful with other groups; one Canadian CATV technical society has placed a single bulk subscription order for over 100 of its members.

Our present press runs average a hundred either side of 5,000 copies per issue. We will be increasing this in the months ahead as we go to work with new dedication to bring in the 19% of all systems who do not now subscribe to CATJ, and as we step up our bulk subscriptions program.

HOW 75 SURVEY WAS CONDUCTED

Last year our 1975 MARKETING PROFILE was based upon a reader-survey card placed in our August (1974) issue. The 1974 survey card was designed in such a way that readers received no inducements for completing the card or participating in the survey.

In 1974, we received 6.4% reader response (i.e. 6.4 % returned the card within a few weeks).

This year we broke our reader survey down for two issues of CATJ; August and September 1975. We also thought we were being very clever by "packaging" the 1975 reader survey in with the CATJ READER CONTEST entry cards. We figured that if readers had the opportunity to WIN a prize valued at several hundred dollars, the response would be higher. We even expected the response to be significantly higher.

We were surprised. You might even say we were disappointed because the response was almost exactly the same as 1974; 6.5% to be exact. We are not sure what this proves (except that we are very honest for telling you this!). We did retain the 1974 reader survey cards and by cross checking the individuals who completed the 74 survey vs. those who completed the twin 75 surveys, we were able to determine that less than 10% of those who participated in the 74 survey also participated in the 75 surveys. And, only 22% of those who completed the August-issue portion of our survey also completed the September issue "Part Two" of the survey.

If any of this means anything to anybody, it may mean that based upon these compilations, that if CATJ readers are "coupon clippers" or "bingo card punchers", they are at least not consistent clippers and punchers.

Alright, so we offered an inducement with our 1975 survey; an opportunity to win a piece of CATV equipment.

TELECOM
TELECOMMUNICATIONS INC.
27 E. BLACKWELL ST., DOVER, NEW JERSEY 07801

BETHANY-ALBANY CATV, INC.
1313 West Main
BETHANY, MO. 64424

FOX T. V. CABLE COMPANY
P. O. BOX F
GILBERT, WEST VIRGINIA 25621

CATJ – HERE IS MY CONTEST ENTRY

AUG 29 1975

Name GEORGE I. MOYER

Company Affiliation ROLLA CABLE SYSTEM INC.

Address 105 JULIENE P.O. BOX 857

Town/City ROLLA State MO. Zip 65401

Complete ALL questions to qualify

1) The RD-1 by Mid State Communication is priced at ___ $130.00 ✓ $166.00 ___ $275.00.
2) We ✓ do ___ do not make regular radiation test measurements in our system.
3) In the past we have ✓ used a dipole and TV set; ___ used a dipole and SLM; ___ other (explain) ___ to make our tests.
4) I would like to see more CATJ articles dealing with ELECTRICAL INTERFERENCE, CARRIER GENERATORS AND THEIR FUNCTION IN CATV

NOTE – Complete balance of questions on reverse side of card

ENTRY CARD #1

DALLAS, OR AUG 13 PM 1975 97338

And we made them answer some questions about our READER CONTEST review for that month also.

We don't think this seriously affected the accuracy of our 1976 study.

5) I rate CATJ ... (Excellent) ... Good ... Fair ... Poor
6) The best CATV publication for me is: CATJ
7) The CATV publication least interesting to me is BME
8) The dumbest article CATJ has run this year was HAVE NOT FOUND YET
9) The best article CATJ has run this year was SOLID STATE DOWN CONV FOR COM I
10) I regularly read (check those you do) X CATJ ___ CABLE NEWS X TVC ___ CATJ WEEKLY X BME
11) For me, I rate the above 5 CATV publications from 1 to 5 as follows: 1) CATJ ___; 2) TVC ___; 3) BME ___; 4) ___; 5) ___
12) I think the CATJ READER CONTEST is X Great Idea ___ Dumb Idea

NOW – Remove this two part card from CATJ along perforated lines, fold in center with CATJ address portion above OUT, staple or tape seal, add 10 cents postage and mail!

Because the 1976 profile covered two issues of CATJ, we are displaying the cards utilized in both issues.

OK CATJ – HERE IS MY ENTRY

U.S. Contest (including any foreign not Canada)

Canadian Contest

OCT 14 1975

Name OLIVER AE ROBERTS

Company Affiliation NEW ENGLAND CABLEVISION

Address 477 CONGRESS ST

Town/City PORTLAND State MAINE Zip 04111

Telephone Number 207-774 6334 Job Title CH ENGR.

1) The 2903 is not recommended for co-channel angles less than X 10 degrees ___ 20 degrees ___ 90 degrees
2) Our system has co-channel problems on ___ No Channels; CH 5
3) Our system has adjacent-channel problems on ___ No Channels; CH 5, ACI FROM
4) We ~~have~~ ✓ have not tried the 2903 in our system.

NOTE: Complete questions on Reverse Side Also

The response to the survey/contest cards in both the August and September issues ran within a few tenths of a percentile points of each other. The number of responses to the August issue ran very slightly ahead of those received for the September issue. It might be interesting to note that the "inducement" was a piece of test equipment in August, and a piece of headend equipment in September. The product value (i.e. list price) was higher in September by approximately $100.00.

POSTAL SERVICE CO 800 PM 1975
880 Continental Bank Building
Englewood, Colorado 80110
JONES INTERCABLE INC.
Heritage Communications, Inc.
8611 Hickman Road, Des Moines, Iowa 50322

5) CATJ is ____ too technical ✓ just right ____ not technical enough
6) CATJ will be enjoyed ✓ more ____ less ____ no change, with its new larger (8-½ by 11) format
7) I subscribe to CATJ ____ personally ✓ for/through company
8) I think CATJ is missing the boat by Have articles for more inexperienced personnel as well as Higher Exp.
9) My system had 2300 subs a year ago; has 2450 subs now.
10) Our system added 7/10 miles of trunk 5 miles of distribution cable in last 12 months

WOMETCO ENTERPRISES INC
WOMETCO ENTERPRISES, INC.
306 NORTH MIAMI AVENUE MIAMI, FLORIDA 33128

WHAT WE ASKED OUR READERS

Readers were asked to tell us about their reading habits and to rate the format, material and effectiveness of various publications:

"I rate CATJ:	(1974 Survey)	1975 Survey
Excellent	68%	83.6%
Good	27%	14.8%
Fair	5%	1.6%
Poor	0%	0 %

We know this kind of response is suspect; but that is the way they tabulated!

"Best (publication) for me:	(1974 Survey)	1975 Survey
CATJ	86%	98.5%
TVC	8%	0.5%
BME	3%	0 %
Cable News	3%	0 %
CATV Weekly	0%	0 %
Broadcasting	0%	1.0%

Resort Cable TV
70 Broadway,
Saranac Lake, New York 12983

If the "I rate CATJ..." results make us nervous because they seem to one-sided, the "Best for me..." ratings are almost beyond reason. Sure, we get our share of congratulatory letters and cards from readers ... but 98.5 % share of "best" is probably too good.

"Worst for me:	(1974 Survey)	1975 Survey
CATJ	0%	0%
TVC	10%	11.5%
BME	43%	42.8%
Cable News	24%	28.8%
CATV Weekly	23%	5.8%
Cable Tech	0% (*)	11.5%

TELEVISION SIGNAL SERVICE
815 MENA STREET
MENA, ARKANSAS 71953

CONTINENTAL CABLEVISION OF NEW HAMPSHIRE, INC.
46 CONGRESS STREET • PORTSMOUTH NEW HAMPSHIRE 03801
HU

* - did not show up in 1974 survey.

Of interest here is that with one exception, the 1975 survey is within error-rates (i.e. virtually the same response) as the 1974 survey. The significant change is CATV Weekly, which showed a marked reduction of "negative feelings" in the past year. In other words, while they rate poorly for "Best For Me" (0%), they are not nearly as poorly received as one year ago, by CATJ readers.

"I read in addition to CATJ:	(1974)	1975
TVC	64%	89.2%
BME	62%	80.0%
CABLE NEWS	45%	75.4%
CATV Weekly	47%	63.1%
Cable Tech	n/a	4.6%

This industry must have a great deal of time on its hands this year; at least it appears that CATJ readers have more time for reading than one year ago; because all publications enjoyed increased reader penetration (not to be confused with subscription growth) in the past year.

Rolla Cable System, Inc.
P. O. BOX 857 105 JULIENE ST.
ROLLA, MISSOURI 65401

"CATJ is:	(1974 Survey)	1975
Too technical	14%	0%
Just Right	75%	77%
Not technical Enough	11%	23%

Hummm. CATJ is gradually getting more technical, issue by issue. This suggests to us that readers (and therefore the industry) are learning from our materials, and they are now beginning to ask for more sophisticated material. The significant change is in the "too technical" categorey where we went from 14% of 1974 readers to 0% of 1975 readers.

Last year we asked readers if they thought our (then) 6 by 9 inch format was a good size, or too small. This year we asked them if CATJ would be enjoyed more or less or the same in the larger format. It is basically the same question, but asked in two different ways.

(1974 - CATJ is ...)

Physically a good size 91%
Too small 9%

1975 - In the new 8-1/2 by 11 format, CATJ will be enjoyed ...

More 60%
Less 13%
No Change (i.e. same) 27%

NORTHERN CABLE TV CONSTRUCTION INC.
BOX 487
GRAND FORKS, N. D. 58201

Now we asked this question before anyone had seen the new enlarged format. Seemingly, with more time on their hands, system personnel were saying (in effect) "we want more material from CATJ to read "; or at least 60% were saying this.

Then in 1975 we broke down those people who responded to our question about whether we were "too technical", "just right", or "not technical enough; into system size categorey. We wanted to learn whether the system size (and therefore the apparent level of technical competence of the reader) had any bearing on his answer to this question. We found:

	0-500 Subs	500-2000 Subs	2000-10000 Subs	Over 10000 Subs
Too Technical	0%	0%	0%	0%
Just Right	17%	16%	38%	8%
Not Technical Enough	4%	8%	4%	5%

Since the "way of the future" is towards a higher level of technical competency and a gradual increase in the technical level of CATJ material, the bottom line is the significant one. And what does it tell us? That the "quest for more detailed technical material" is evenly distributed amongst systems of all sizes.

HOW THE INDUSTRY RATES VARIOUS CATV PUBLICATIONS

This year we asked readers to rate the magazines from 1 to 5; that is, of all of the magazines they read or have access to, which is number 1 (best), 2, etc. down to five. Here are those results:

	CATJ	TVC	Cable News	CATV Weekly	Cable Tech	BME/CME	Broadcasting
Best-1	98.5%	0.5%	0%	0%	0%	0%	1.0%
Next-2	1.5%	43.0%	16.9%	26.2%	0%	13.0%	0 %
Next-3	0 %	21.5%	26.2%	22.0%	0%	13.8%	0 %
Next-4	0%	15.4%	20.0%	10.8%	3.1%	21.5%	0 %
Last-5	0%	9.2%	12.3%	4.6%	0%	30.8%	0 %

We cannot compare this to 1974 for the same format question was not utilized in 1974. However by cross checking this question-responses with the questions on "best for me" and "worst for me" publications, there is excellent correlation; thereby verifying both sets of questions.

BUTLER, MO 64730
SEP 29 1975
PM

Then we asked readers to tell us which CATJ features they liked and did not like in 1974/75.

REMIER CABLEVISION LIMITED
ENTURY PLAZA, 1015 BURRARD ST., VANCOUVER, B.C. V6Z 1Y5
CABLEVISION

SIGNAL, INC.
West Bend, Iowa
50597

CENTRE VIDEO
A SUBSIDIARY OF TELE-COMMUNICATIONS, INC.
100 West Mall Plaza
Carnegie, PA. 15106

Rowan's T.V. Inc.
CRESTVIEW CABLE TV.
390 N. Beaver St.
Prineville, Oregon 97754

BELLAIRE TELE CABLE CO.
3153 BELMONT ST
BELLAIRE, OHIO 43906

Village CATV, Inc.
Route 6 - Box 80
BENTONVILLE, ARKANSAS 72712

Abel Cable
617 AVENUE G
FORT MADISON, IOWA 52627

With only "four issues" under our belt last year, readers voted heavily in favor of three features run through the 1974 survey date. They were:

(1) Co-channel Elimination
(2) Parabolic Antenna Design
(3) Commander-1 Repairs

This year, with more than 830 pages of CATJ material in print, the choices were more diverse.

"Best to date...

(1)	Homemade Spectrum Analyzer	(23.1%)
(2)	Antenna Basics (a series)	(15.8%)
(3)	Lightning Protection	(10.5%)
(4)	March TV History Issue	(10.5%)
(5)	FSM/SLM Series (4 part)	(9.0%)
(6)	April FCC Issue	(8.5%)

"Worst to date ...

(1)	Color Adder ("kiss of ..)	(35.4%)
(2)	Digital Clock Interference	(9.0%)
(3)	March TV History Issue	(8.5%)
(4)	April FCC Issue	(8.5%)
(5)	G-Line (reprint,history)	(6.0%)
(6)	Computer Aids Rates	(3.2%)

A "how to do it yourself" project (the homemade spectrum analyzer) was the clear winner as the most popular article to date while another "how to do it yourself" article on adding a red tint to black and white weather channels was the hands-down winner for "worst article".

On the plus side the special emphasis March and April History/FCC issues rated 4 and 6 in most popular and 3 and 4 in least popular. If there is a message there, it escapes us.

Both years we asked for suggestions for future articles and series. We won't bore you with the details, except to note that inspite of our 830-plus pages of material to date, we had twice as many NEW suggestions for CATJ articles this year as last. IF (big if!) this were a healthy industry with lots of advertising bucks to spend, we could easily publish a 96 page magazine of our present 8-1/2 by 11 format every month and still not run shy of editorial material! The demand for knowledge is almost unmeasureable.

CATV SYSTEM SIZE vs. CATJ READERS

Our readers have again been broken down by the size of CATV system they are connected with. Last year 79% of all respondents identified the size system they were with (the balance were not with a system or simply did not identify). This year 76% identified their systems by size.

	(1974 Survey)	1975 Survey
Under 250 Subs	11%	10%
250-1,000 Subs	43%	21%
1,000-3,000 Subs	16%	35%
3,000-10,000 Subs	11%	19%
Over 10,000 Subs	19%	15%

Because our total circulation has nearly doubled since the 1974 survey was taken, we assign the sometimes substantial changes between 1974 and 1975 percentages to a "shaking out" of the subscription penetration process that occured after the 1974 survey was taken. We expect the 1976 results will be very similar to those shown for this year.

It should be noted that 81.4% of all subscribers indicate they are directly connected with the ownership, operation, management, etc. of one or more CATV systems. The balance of CATJ readers run the gamut from broadcasters to consultants to various other small sub-groups of readers.

CATJ READERS vs. THEIR JOB FUNCTIONS

This year's readership-job-function identification proved more interesting than last years. As a refresher, last year (1974) we found:

"8% were installers
18% were technicians
24% were engineers
25% were system management people
20% were system ownership related people
17% were various other categories."

In 1975:

33% are technicians (including all levels)
13.9% are engineers (all levels)
18.7% are system management (all levels)
16.2% are system ownership related
18.6% are all other categories

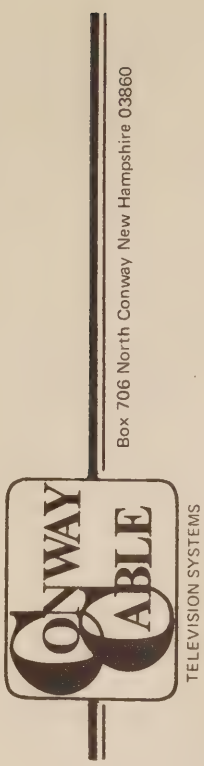
The general "technician" categorey gained substantially, while all other categories slipped as a percentage of the total subscribership; with the exception of "other" category which gained slightly. We view this change as a homogenizing of the readership, which was still growing dramatically at this time in 1974, but which has now stabilized.

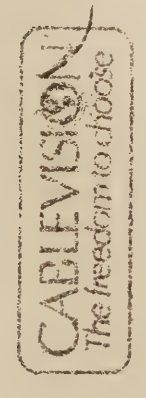
OREGON CABLEVISION CO.
TV CABLE SERVING POLK COUNTY
P. O. Box 86 — 625 Court St.
Dallas, Oregon 97338

WELCH ANTENNA COMPA
P. O. Box 553
WELCH, W. VA. 24801
RETURN REQUESTED

Abel Cable

CONTINENTAL CABLEVISION
OF MERRIMACK VALLEY, INC.
466 Essex Street
Lawrence, Massachusetts 01840





OTHER INDUSTRY TRENDS

In the 1974 Survey we asked readers "What Are the Biggest Problems Facing This industry. The number one response in 1974 was:

"...too much regulation...".

We avoided that type of question this year; primarily because in our view the problems, as identified in 1974, have changed little in the interim year.

What we did ask this year was:

"How Many Subs Did Your System Have One Year Ago ..."

"How Many Subs Do You Have Now?".

Then we also asked

"How Many Miles Of Trunk Have You Added in The Past Year ..."

"How Many Miles Of Distribution Have You Added in The Past Year?"

Our purpose was to create some numbers on the internal growth of the industry; with established systems. We felt that these numbers would give everyone a handle on just how deep the plight of suppliers may really be. We have also seen that the results of this study found their way to the White House where "cable deregulation" is being seriously considered.

Here is what we found in our 1975 survey:

System Size	Average Growth -New Subs	Lowest Reported	Highest Reported
0-500 Subs	+23.65%	+1.3%	+50.0%
500-2,000 Subs	+ 7.84%	+0.0%	+14.3%
2,000-10,000 Subs	+ 6.43%	+0.0%	+17.9%
10,000 Subs UP	+14.16%	+3.9%	+25.0%

As we pointed out to the White House, the rate of dollar inflation in 1974-75 averaged over 13.0% annually adjusted. Thus a business that has static income (i.e. fixed rates) and did not maintain a growth equal to the rate of inflation actually lost ground in 1974-75; by the numerical difference between the rate of inflation and their own internal income growth.

HOW MANY MILES OF NEW CONSTRUCTION IN PAST YEAR?

Finally in asking systems how much new plant they installed in the 12 months from September 1974 through September 1975, we were looking for a clue to the total miles of new plant added by existing systems in all size categories for that period. This, we felt, would help establish guidelines for the dollar-volume in new plant equipment for the most recent 12 month period.

Here is what we found:

System Size	Average Growth -Trunk Plant	Average Growth -Distribution
0-500 Subs	+0.75 miles	+0.5 miles
500-2,000 Subs	+1.4 miles	+3.4 miles
2,000-10,000 Subs	+0.54 miles	+2.17 miles
10,000 Subs up	+1.8 miles	+3.31 miles

Number extrapolation is difficult (i.e. subject to many inherent errors), but based upon the above set of numbers, we believe that the existing systems installed the following amount of new trunk and feeder cable during the referenced 12 month period:

New Trunk Installed - 3,773.65 miles

New Feeder Installed - 8,562.24 miles

These numbers do not include new systems constructed during the 12 month study period.

INDUSTRY PROGNOSIS FOR 1976

That basic new plant construction, or substantial rebuilds of existing plants/additions to existing plants is near an all-time low is probably beyond dispute. And, that this present situation is likely to continue without significant improvement as long as the industry continues to be beset by regulatory overkill is probably also beyond dispute.

Still, there are areas within CATV where existing systems may be investing in substantial new equipment in the immediate year ahead. They are:

(1) Pay TV;
(2) Satellite inter-connection and attendant terrestial microwave inter-connection;
(3) Test equipment to insure compliance with 1977 system compliance measurements.

GULF CABLE TV
P. O. Box 338
Port St. Joe, Florida 32456

CABLEVISION
A DIV. OF AMERICAN TELEVISION CORP.
SERVING FALLON AND YERINGTON
98 S. CARSON ST., FALLON, NEV. 89406
PHONE 423-2320

SOUTHERN WISCONSIN CABLE, INC.
719 WILLIAMS STREET / LAKE GENEVA, WISCONSIN 53147

MASTER TELECABLE, INC.
P. O. Box 577
Petersburg, West Virginia 24963

There is also the possibility that MDS expansion may provide some additional benefits to CATV operations in the year ahead; although this seems unlikely at this time.

None the less, 1975-76, unlike 1974-75, does have several new ingredients in the "pot". And consequently, CATJ will conduct a second mid-year readership survey in March of 1976 to determine which of the potential business-expansion areas may be taking hold (and to what degree) by "our" mid-year. Subsequently, a mid-year 1976 MARKETING PROFILE shall be issued to industry suppliers.

NOTE:

Material presented in this study is subject to the usual limitations of sampling-surveys. We believe the accuracy of this survey to be high, and we have reflected the responses exactly as we have received the readership survey cards.

Permission is herein granted for use of any of the material contained herein by any CATV supplier, provided only that if such reproduction occurs that CATJ is referenced as the source for this material.

CATJ ADVERTISING RATES AND FORMAT

Our advertising rate card appears on the following page. Rates are unchanged from our initial published rates preceding the issuance of our first CATJ; except in the area of "extra-color" charges.

This rate card reflects the page format size increase to nominal 8-1/2 by 11 inch size. Please note that with the page size format increase, there was no increase in CATJ advertising rates.

SWITZER ENGINEERING SERVICES LIMITED
5840 Indian Line
Mississauga, Ontario
L4V 1G2

EASTERN PENNA.
RELAY STATIONS, INC.
405 EAST SUNBURY STREET
SHAMOKIN, PA. 17872

Stafford Cable TV Co.
Box 474
Crawford, Nebr. 69339

30 South Queen Street
Lancaster, Pa. 17603

NATION WIDE
CABLEVISION, INC.

YORK CABLEVISION LIMITED
43 RAILSIDE RD.
DON MILLS, ONT.
M3A 3L9

SEMINOLE CABLEVISION, Division of
AMERICAN TELEVISION & COMMUNICATIONS CORPORATION
2619 S. FRENCH AVE. • SANFORD, FLORIDA 32771 • (305) 323-0240

muskegon CABLE TV
P.O. BOX 978 / MUSKEGON, MICHIGAN 49443

ADVERTISING RATE SHEET NUMBER TWO

CATJ (Community Antenna Television Journal) is published monthly by the Community Antenna Television Association (Inc.). CATJ is circulated to all levels of the CATV/MATV/broadcast industries in the United States, Canada, Europe and throughout Central and South America.

Format Size	Inch Dimensions (width x height)	Pica Dimensions (width x height)	1X Rate	6X Rate	12X Rate
FULL PAGE	7 x 9-3/8	42 x 56.5	$510.00	$459.00	$439.00
" - bleed	8-3/8 x 10-7/8	50.5 x 65.5	$525.00	$484.00	$454.00
2/3 PAGE	4-1/2 x 9-3/8	27 x 56.5	$405.00	$366.00	$348.00
" - bleed	5-5/16 x 10-7/8	32 x 65.5	$420.00	$381.00	$363.00
1/2 PAGE					
Horizontal	7 x 4-5/8	42 x 28	$306.00	$291.00	$260.00
Vertical	3-1/4 x 9-3/8	19.5 x 56.5	$306.00	$291.00	$260.00
Island	4-1/2 x 6-7/16	27 x 39	$306.00	$291.00	$260.00
V-bleed	4 x 10-7/8	24 x 65.5	$321.00	$306.00	$275.00
1/3 PAGE	2-1/16 x 9-3/8	12.5 x 56.5	$222.00	$201.00	$191.00
" - bleed	2-3/4 x 10-7/8	17 x 65.5	$237.00	$216.00	$206.00
1/4 PAGE					
Horizontal	7 x 2-1/16	42 x 12.5	$184.00	$166.00	$156.00
Vertical	2-1/16 x 7	12.5 x 42	$184.00	$166.00	$156.00
Island	4-1/2 x 3-1/2	27 x 21	$184.00	$166.00	$156.00
1/6 PAGE					
Horizontal	7 x 1-7/16	42 x 8.5	$132.00	$120.00	$114.00
Vertical	2-1/16 x 4-11/16	12.5 x 28	$132.00	$120.00	$114.00
1/8 PAGE					
Horizontal	7 x 1	42 x 8.5	$110.00	$ 99.00	$ 93.00
Vertical	2-1/16 x 3-1/2	12.5 x 21.5	$110.00	$ 99.00	$ 93.00
SPECIFIED POSITIONS (as available)					
Covers 2/3	7 x 9-3/8	42 x 56.5	$560.00	$504.00	$476.00
" - bleed	8-3/8 x 10-7/8	50.5 x 65.5	$585.00	$519.00	$491.00
Cover 4 (*)	7 x 8-5/8	42 x 52	$612.00	$550.00	$520.00
" - bleed	8-3/8 x 9-3/8	50.5 x 56.5	$637.00	$575.00	$545.00

* - includes second color, publisher's choice

Trim Size - 8-3/8 inches wide by 10-7/8 inches high
Oversized Layouts - "Modestly oversized layouts", no extra charge
Additional Colors - AAAA or PMS colors, $170.00 per additional color
Agency Commissions - 15% to recognized agencies for camera ready art
Layout Charges - Layouts prepared by CATJ charged at cost
Other Discounts - 2% NET TEN DAYS; 5% additional discount to CATA Associate Member Firms
Contact - Celeste Rule/Managing Editor; Richard Montgomery/Production Manager

DEADLINES - CATJ is issued between first and fifth of dated month; space reservations close 5th preceding month; art/copy due 10th preceding month.

COMMUNITY ANTENNA TELEVISION JOURNAL • 4209 N.W. 23 • SUITE 106 • OKLAHOMA CITY, OKLA. 73107

A/C 405-947-4717

Hurley Cable T. V., Inc.
P. O. Box 68
BAYARD, NEW MEXICO 88023

Kulr tv 8

P.O. BOX 2512

International TV Cable Corporation, Inc.
410 - 3rd Avenue
P. O. Box 93
International Falls, Minnesota 56649

Western TV Cable
116-A STARLITE STREET, SO. SAN FRANCISCO, CA

COMMUNITY TCI OF OHIO, INC.
—A Division of Community Tele-Communications, Inc.—
300 North Seventh St.—Steubenville, Ohio—P.O. Box 69 43952

TEXAS COMMUNITY ANTENNAS, INC.
3027 S.E. LOOP 323
TYLER, TEXAS 75701

LEBANON VALLEY CABLE TV CO. INC.
118 N. EIGHTH STREET
LEBANON, PA. 17042

New York University
Public Relations Department
Office of Press and Broadcast Services
21 Washington Place
New York, N.Y. 10003

Cape Cod Cablevision Co
28 white's path, south yarmouth,

CATJ September Reader Contest
4209 NE NW 23rd Suite 106
Oklahoma City, Oklahoma 73107

DIXON CABLE TV
324 W. FIRST STREET
DIXON, ILLINOIS 61021

S.A Scientific-Atlanta

Radio Televisión, S. A.
P. O. Box 935
San Ysidro, Calif. (92073)
Apartado Postal 121
Tijuana, Baja Cfa.

MURFREESBORO TV CABLE CO.
605 North Washington Street
MURFREESBORO, ARKANSAS 71958

6 XETV
EL ESTACION INTERNACIONAL

Midwest Re
6400 Wes
Bellevill

COM.

TY TELEVISION CO.
O. Box 406
Georgia 30540

WDBJ Television, Inc.
P. O. Box 227 • Roanoke, Va. 24002

Jefferson Pilot